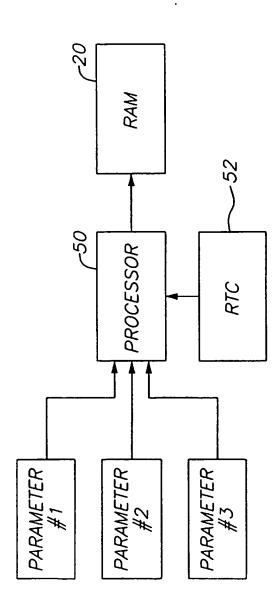


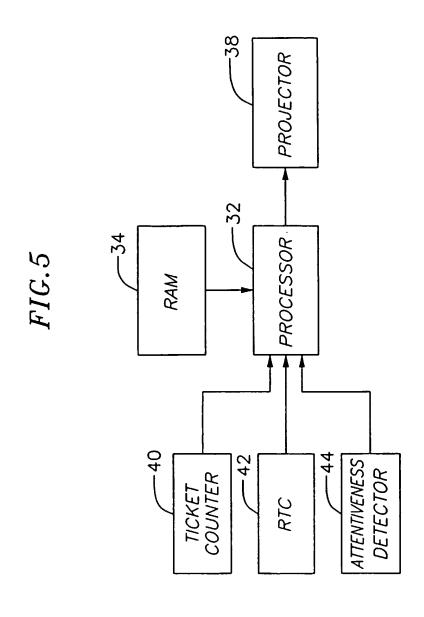
Attorney: LeRoy T. Rahn
Docket No.: 47160/LTR/R249
Inventor(s): Kenneth M. Kubler, et al.
Title: SYSTEM AND METHOD FOR MANAGING
IN-THEATER DISPLAY ADVERTISEMENTS
Sheet 3 of 26

INTERNET FIG.3CLEARING HOUSE #2 AD AGENT

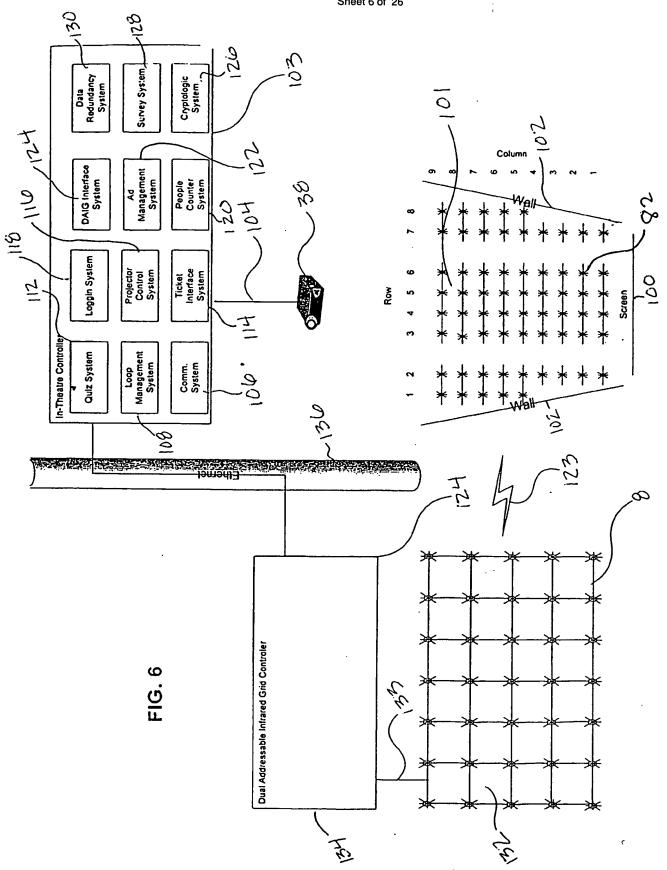
FIG 4



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Attorney: LeRoy T. Rahn Docket No.: 47160/LTR/R249 Inventor(s): Kenneth M. Kubler, et al. Title: SYSTEM AND METHOD FOR MANAGING IN-THEATER DISPLAY ADVERTISEMENTS Sheet 6 of 26



Attorney: LeRoy T. Rahn Docket No.: 47160/LTR/R249 Inventor(s): Kenneth M. Kubler, et al. Title: SYSTEM AND METHOD FOR MANAGING IN-THEATER DISPLAY ADVERTISEMENTS Sheet 7 of 26

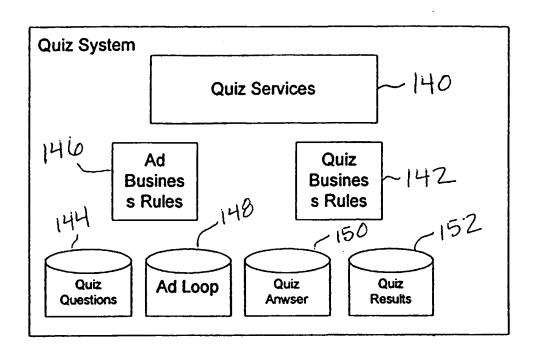
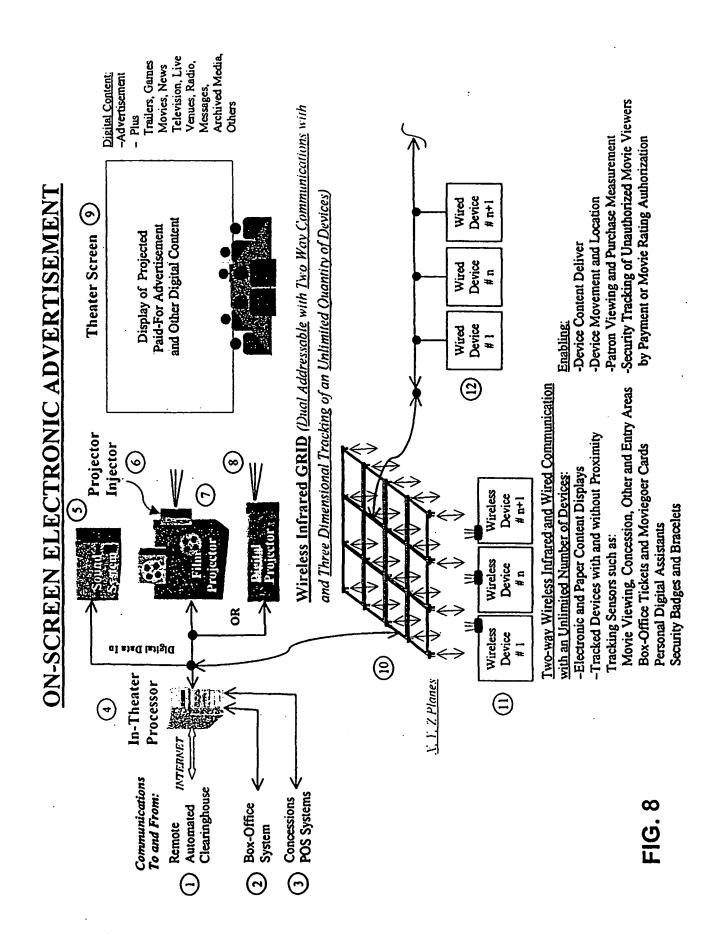
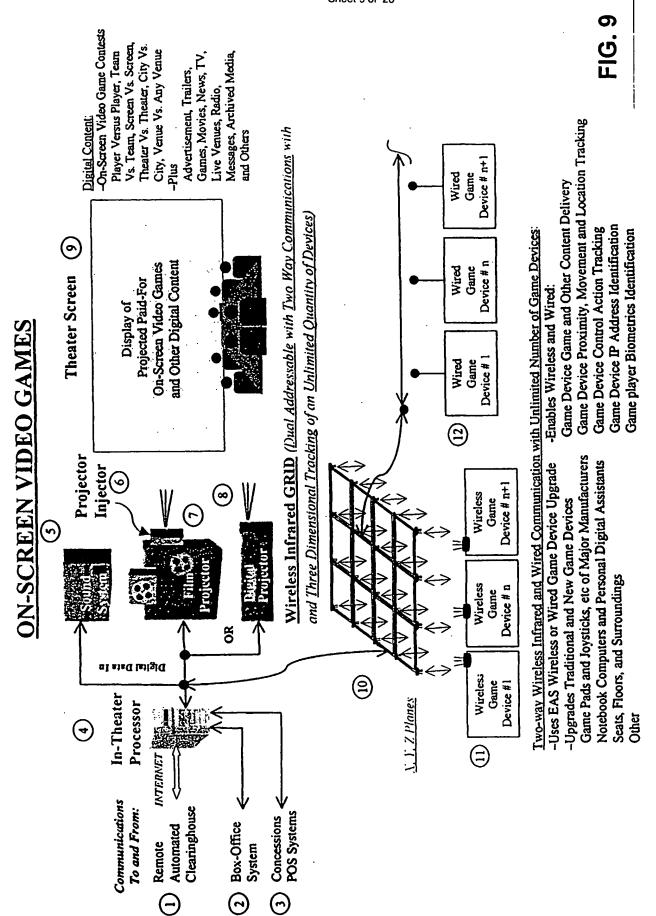


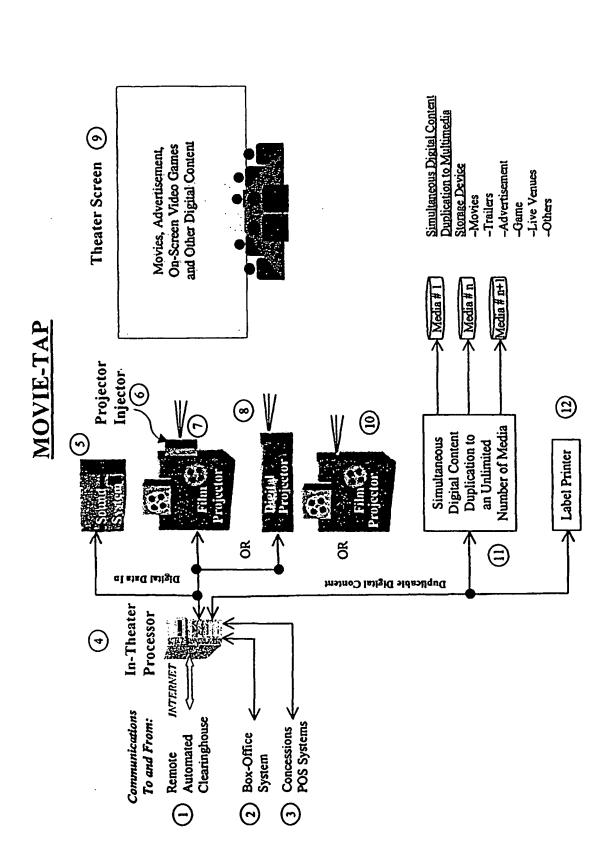
FIG. 7

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Title: SYSTEM AND METHOD FOR MANAGING
IN-THEATER DISPLAY ADVERTISEMENTS
Sheet 8 of 26



Attorney: LeRoy T. Rahn Docket No.: 47160/LTR/R249 Inventor(s): Kenneth M. Kubler, et al. Title: SYSTEM AND METHOD FOR MANAGING IN-THEATER DISPLAY ADVERTISEMENTS Sheet 9 of 26



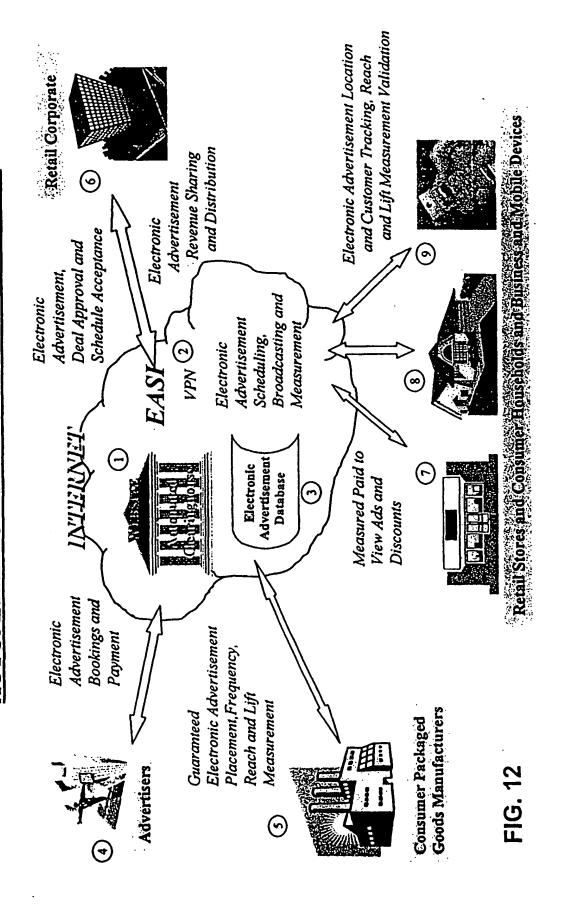


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9 On-Screen Electronic Advertisement, Mobile Game and (<u>0</u> (See User Devices Movie Theaters On-Screen Content (Others) Movie Theater Corporate Operations Theater Screens On-Screen Video Games, (e) Advertisement AUTOMATED CLEARINGHOUSE & NETWORK Displays MOVIE THEATER ELECTRONIC CONTENT 9 Content Revenue Sharing and Content Approval Distribution Distribution, Display, Content Scheduling, and Schedule Acceptance Homogeneous Tracking and Measurement VPN (2) Guaranteed Electronic Electronic Content Placement, Database Content Measurement Schedule, and \odot FIG. 11 Content Deal Bookings & Payment Electronic Content Video Game, and Movie-Tap Heterogeneous National, Regional, & Local Advertisers, On-Screen Advertisement ·Video Games Manufacturers and Content Producers Print Media Movies Music Others •Radio •News Data Film ΥŢ <u>ල</u> \odot

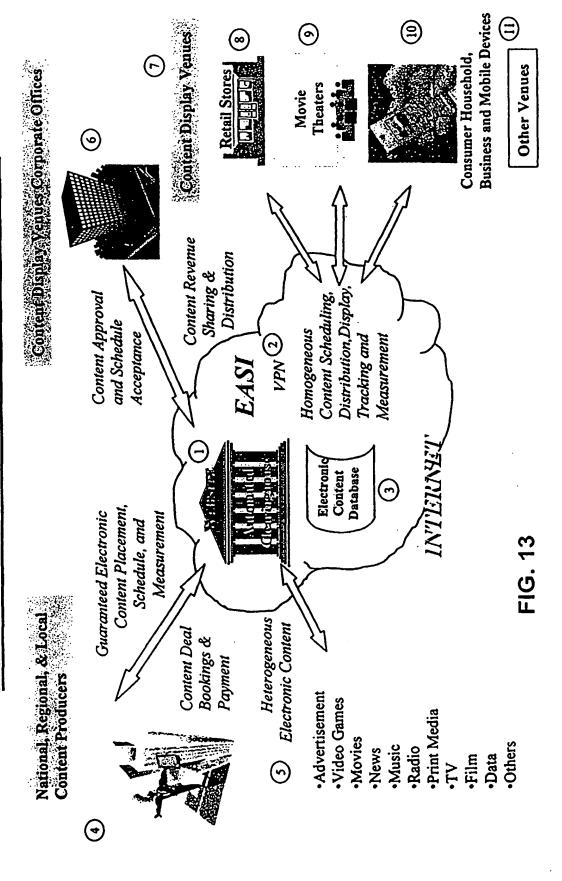
Attomey: LeRoy T. Rahn
Docket No.: 47160/LTR/R249
Inventor(s): Kenneth M. Kubler, et al.
Title: SYSTEM AND METHOD FOR MANAGING
IN-THEATER DISPLAY ADVERTISEMENTS
Sheet 12 of 26

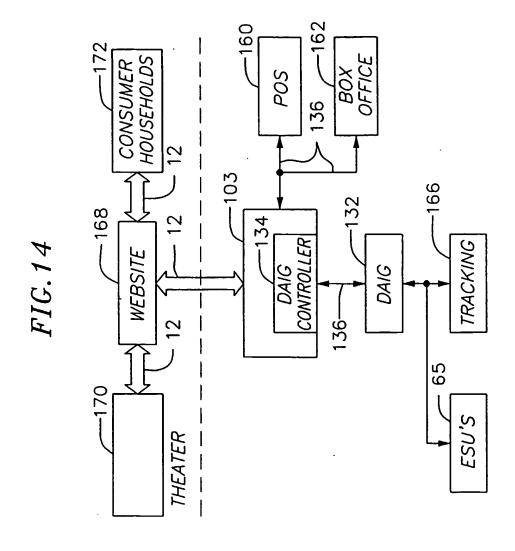
AUTOMATED CLEARINGHOUSE & NETWORK ELECTRONIC ADVERTISEMENT



Attorney: LeRoy T. Rahn Docket No.: 47160/LTR/R249 Inventor(s): Kenneth M. Kubler, et al. Title: SYSTEM AND METHOD FOR MANAGING IN-THEATER DISPLAY ADVERTISEMENTS Sheet 13 of 26

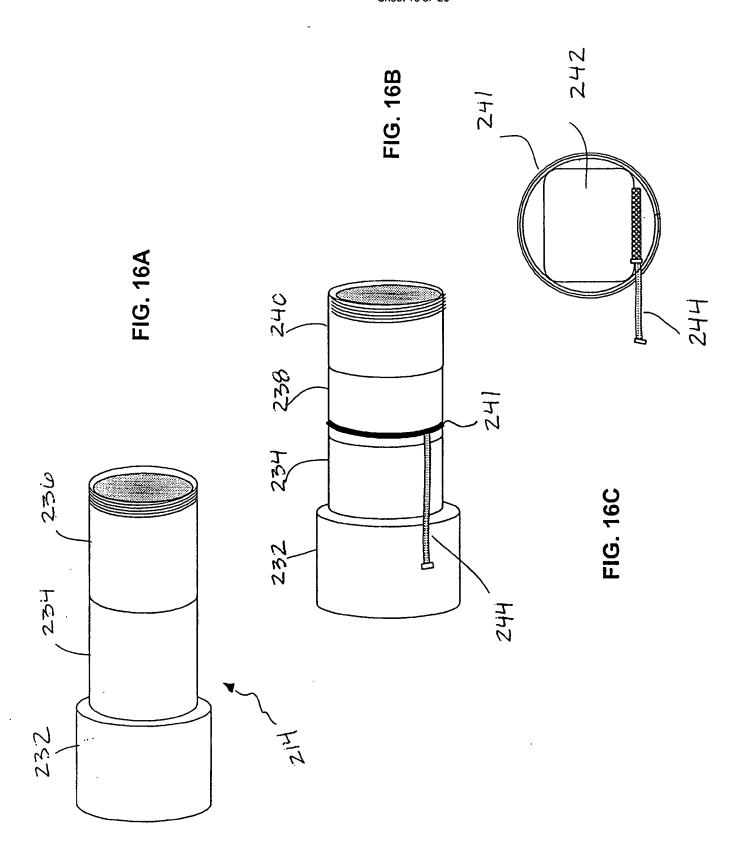
AUTOMATED CLEARINGHOUSE & NETWORK **ELECTRONIC CONTENT**





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Attorney: LeRoy T. Rahn Docket No.: 47160/LTR/R249 Inventor(s): Kenneth M. Kubler, et al. Title: SYSTEM AND METHOD FOR MANAGING IN-THEATER DISPLAY ADVERTISEMENTS Sheet 16 of 26



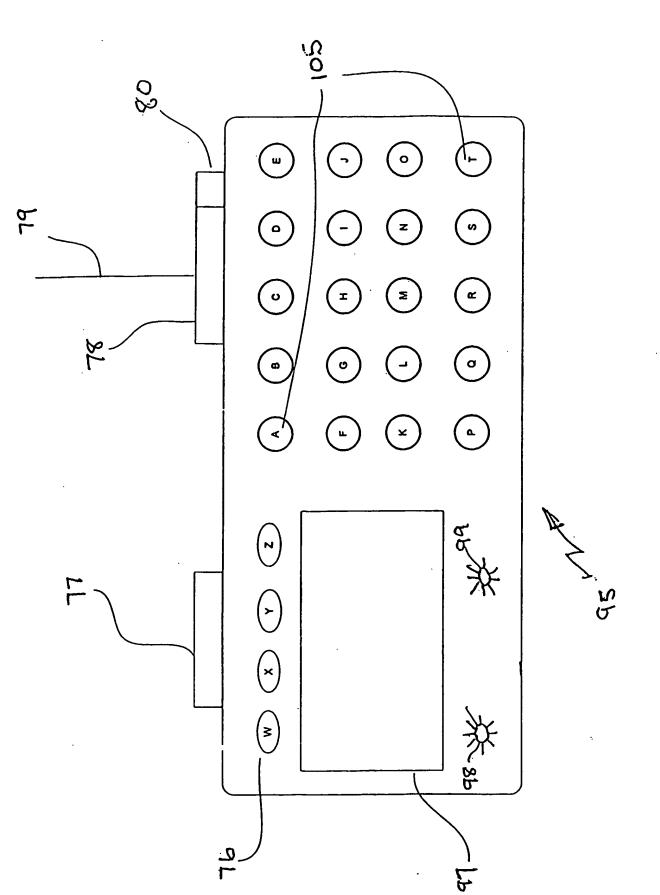
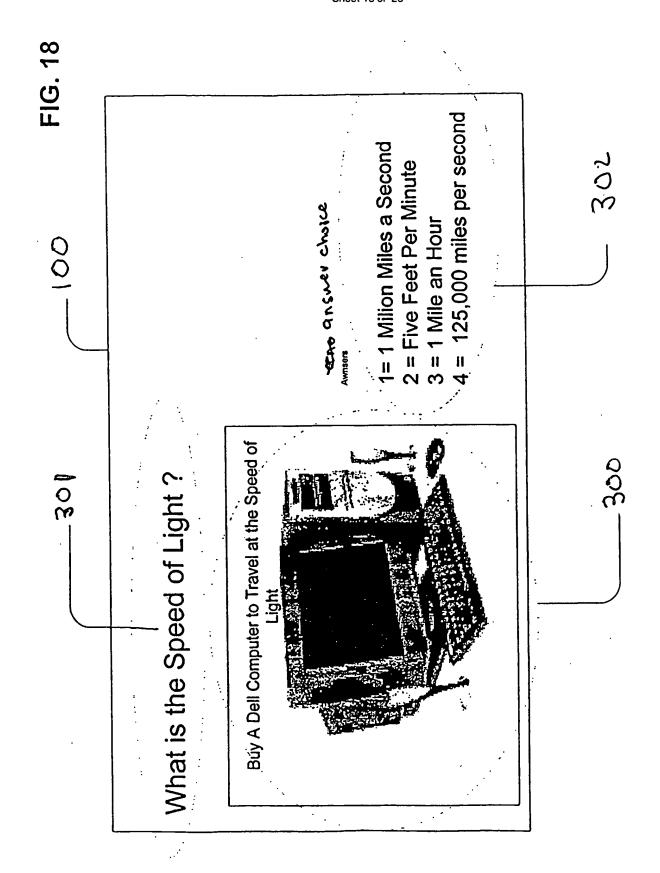
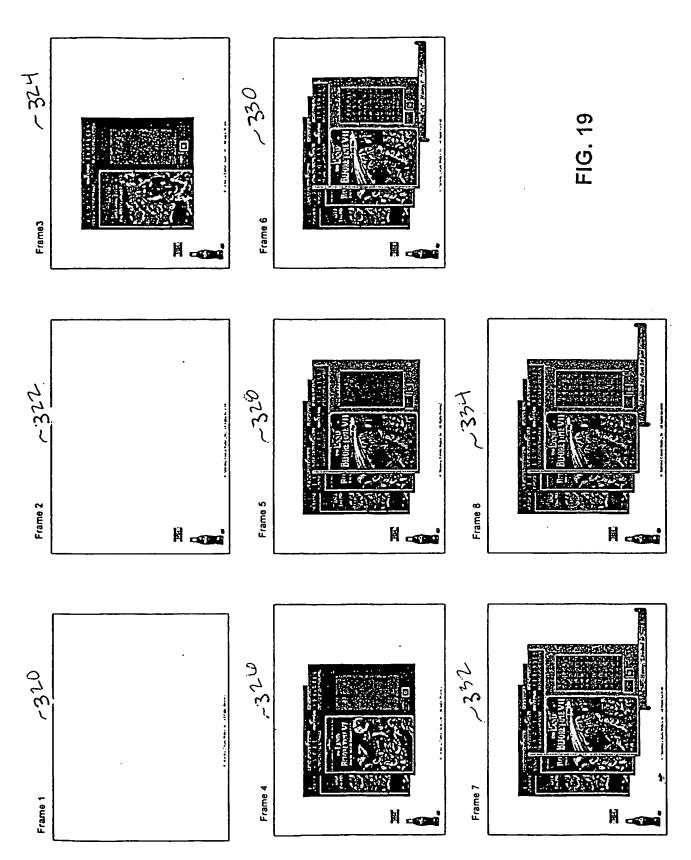


FIG. 17

Attorney: LeRoy T. Rahn Docket No.: 47160/LTR/R249 Inventor(s): Kenneth M. Kubler, et al. Title: SYSTEM AND METHOD FOR MANAGING IN-THEATER DISPLAY ADVERTISEMENTS Sheet 18 of 26





Attorney: LeRoy T. Rahn
Docket No.: 47160/LTR/R249
Inventor(s): Kenneth M. Kubler, et al.
Title: SYSTEM AND METHOD FOR MANAGING
IN-THEATER DISPLAY ADVERTISEMENTS

Sheet 20 of 26

ID. Name Address



Address



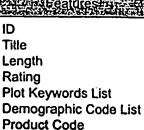
ID Nam



ID Name **Address**



ID Name Address Chain ID



Distributor ID



ID Title Description Time Ad Category Demographic Code Image File Name



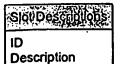
ID Screen Number Description Location **Equipment Type** Theater ID Capacity Screen Type

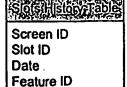


Slot ID Time Slot Screen ID Feature ID



ID Description Length Film Category Demographic Code



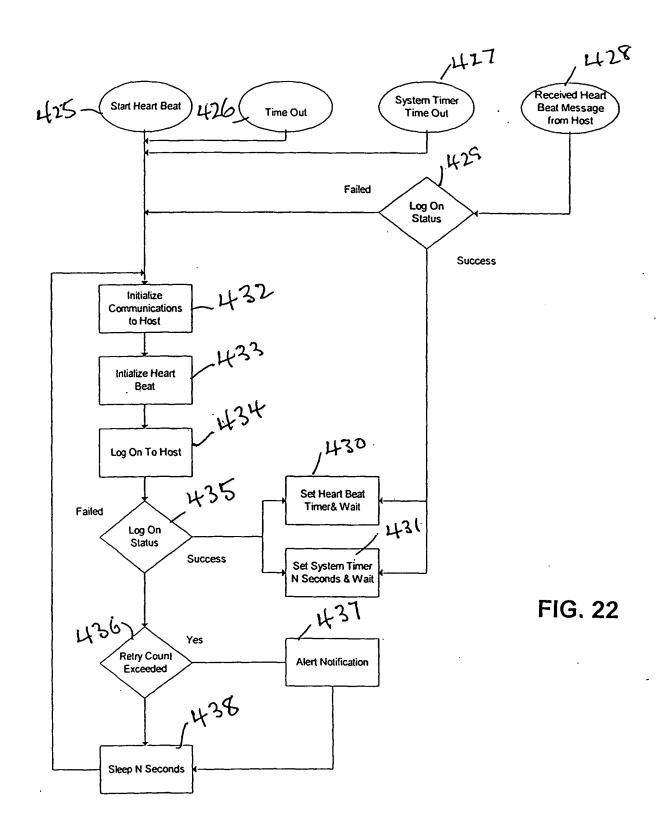


Seats Sold

FIG. 20

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Docket No.: 47160/LTR/R249
Inventor(s): Kenneth M. Kubler, et al.
Title: SYSTEM AND METHOD FOR MANAGING
IN-THEATER DISPLAY ADVERTISEMENTS
Sheet 21 of 26 Start Initialize Screen 401 Loop 402 Retrieve Loop Schedule 403 Wait Until Loop Start Time 406 Traller / Sleep N Seconds **Feature** Start No 4061 422 Yes Log Slot End of File Statistics No Read Next Record .469 408 Dynamic Collect Live SlotType Theater Data 410 Static 4157 Score Slot M14 413 Yes 4117 Display Ad Load Ad Class = Ad Score Ad's 416 No 418 417. Yes 412 Match Ad to Slot Display & Start Load Quiz Class = Quiz Quiz No Yes Display & Start Class = Load Survey Survey Survey FIG. 21 4201 421

Attorney: LeRoy T. Rahn Docket No.: 47160/LTR/R249 Inventor(s): Kenneth M. Kubler, et al. Title: SYSTEM AND METHOD FOR MANAGING IN-THEATER DISPLAY ADVERTISEMENTS Sheet 22 of 26



Attorney: LeRoy T. Rahn Docket No.: 47160/LTR/R249 Inventor(s): Kenneth M. Kubler, et al. Title: SYSTEM AND METHOD FOR MANAGING IN-THEATER DISPLAY ADVERTISEMENTS Sheet 23 of 26 450 Start Turn Receiver Power On Search For Carrier Yes No Is There A Delay - .8 - .9 Turn Receiver SEC Transmission? Power Off 2462 **Detect Address** Does Detected No Add. Match Data Wait for Next Coll. Dev. TM Add **Address** 456 Yes Read Last Key Receive Data Pressed 459 **Transmitte** Read Seat Results Occupied Dector Turn Receiver Power Off 46 Delay 2 ~ 5 FIG. 23 Minutes

Attorney: LeRoy T. Rahn
Docket No.: 47160/LTR/R249
Inventor(s): Kenneth M. Kubler, et al.
Title: SYSTEM AND METHOD FOR MANAGING
IN-THEATER DISPLAY ADVERTISEMENTS
Sheet 24 of 26 020 Redundancy Cryptologic System Tracking System System Oata <u>5</u> 5 Column (Y) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 Gamer Management System Ad Management DAIG Interface System System 9011 123456789101112131415 16171819202122 ₩all 9002 Ticket Interface Loggin System Projector Control System System Ë Row (X) Screen In-Theatre Controllet ې Comm. System OSVG System Loop Management System 1006 36 Ad Results Ad Business Ad Loop Rules **Dual Addressable Infrared Grid Controler** On-Screen Video Game System (OSVG) (22) OSVG Results OSVG Business Rules SV6 88

Attorney: LeRoy T. Rahn Docket No.: 47160/LTR/R249 Inventor(s): Kenneth M. Kubler, et al. Title: SYSTEM AND METHOD FOR MANAGING IN-THEATER DISPLAY ADVERTISEMENTS Sheet 25 of 26

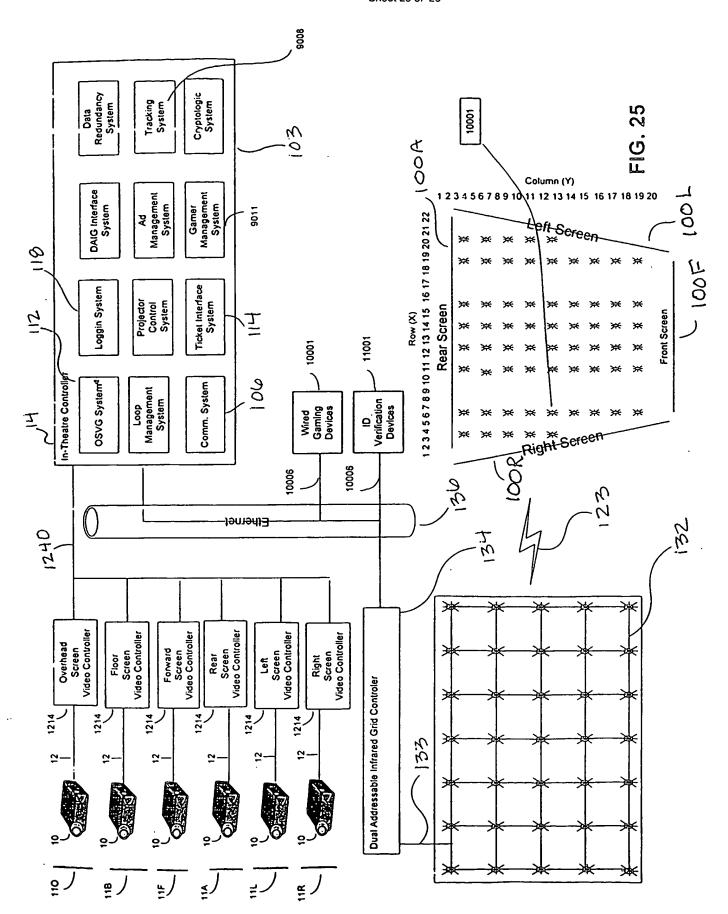


FIG. 26

